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## CLAIM AMENDMENTS

8 (Currently Amended)

A display ~~sign~~ apparatus capable of generating a display from electronic signals generated and transmitted to said ~~sign~~ apparatus from a remote source, said display ~~sign~~ apparatus comprising:

- a) an outer housing being operated at any of a plurality of fixed locations;
- b) a relatively thin high resolution display panel on said housing and being observable to a group of viewers;
- c) self-contained computer controlled processor means associated with said housing and being operable with said display panel, said processor means receiving digital electronic signals from a remote source and which contain ~~information~~ data related to the displays to be generated, said processor means also causing generation of displays on the display panel based on the digital signals received from the remote source for ~~display of advertising information and other information which may be related to products or services~~ presentation of the displays.

9 (Currently Amended)

The display ~~sign~~ apparatus of Claim 8 further characterized in that said display ~~sign~~ apparatus is self-contained and is able to generate a plurality of different displays stored in a storage associated with said processor means and said displays may be sequentially displayable.

10 (Currently Amended)

The display ~~sign~~ apparatus of Claim 8 further characterized in that said relatively thin high resolution panel in a plasma operated display panel and is protected by a transparent cover plate.

11 (Currently Amended)

The display ~~sign~~ apparatus of Claim 8 further characterized in that said housing is provided with internal ventilating means to control heat generation by providing for heat dissipation and to reduce condensation which might form therein.

12 (Currently Amended)

The display ~~sign~~ apparatus of Claim 11 further characterized in that means is provided on the rear of said housing to mount the housing to a fixed support without placing undue stress on the display panel.

13 (Currently Amended)

The display ~~sign~~ apparatus of Claim 8 further characterized in that a self-contained power supply is associated with the interior compartment of said housing for operating said processor means.

14 (Currently Amended)

The display ~~sign~~ apparatus of Claim 13 further characterized in that said processor means contains a memory with size sufficiently large to contain information necessary to sequentially display a plurality of stored displays.

15 (Currently Amended)

The display ~~sign~~ apparatus of Claim 8 further characterized in that a protective transparent cover plate extends over said display panel and spacer means holds said cover plate in spaced apart relationship from said display panel and provides an air gap therebetween.

16 (Currently Amended)

The display ~~sign~~ apparatus of Claim 8 further characterized in that said apparatus is a sign, and that said housing is maintained on a back support plate, said support plate having an outward projection which extends into said housing, said projection being located to receive a backing pin extending through a side wall of

said housing and into said projection to secure said housing to said support plate and prevent unauthorized access to said housing.

17 (Currently Amended)

A display system for generating a display on a display sign and allowing for enhancing the image of the product or service which may be displayed thereon, said display system comprising:

- a) an outer housing;
- b) a display panel on said housing and being observable to a viewer; and
- c) a dedicated computer means in proximity of said housing and dedicated only to the operation of said display ~~sign~~ system, said computer means operating on the basis of a series of sequential programmed instructions at a predetermined time or on a real time basis, said computer means controlling the display presented on said display panel, said computer means capable of altering the manner in which a display is generated on the screen and capable of providing computer generated effects on a display on the display panel and thereby modify the image of any product or service displayed on said display panel.

18 (Previously Presented)

The display system of Claim 17 further characterized in that said housing is mounted on a stand which has shelf space for holding a product of the type being displayed on said display panel or printed information on a product or service of the type being displayed thereon.

19 (Previously Presented)

A process for generating a display on a display sign from a remote source, said process comprising:

- a) providing a flat panel display member having a high resolution display screen at a location having viewing accessibility;
- b) generating a display at a remote source and converting the display as generated to equivalent digital electronic signals representative of a plurality of individual displays;
- c) transmitting said electronic signals to a dedicated processor in association with said display member and operating said display member;
- d) causing generation of a plurality of individual successively presented displays on said display member based on the transmitted electronic signals; and
- e) positioning the display sign at a generally fixed location for displaying of advertising or other information to a group of people simultaneously without need for electronic networking.



20 (Previously Presented)

The process for generating a display of Claim 19 further characterized in that said process comprises generating the display from a plurality of sources including scanning of pre-generated material to obtain an image therefrom and generating the electronic signals therefrom.

21 (Previously Presented)

The process for generating a display of Claim 19 further characterized in that said process comprises presenting wide angle viewing with said display member, such that a group of people can readily and easily view the display member from a wide array of viewing angles.

22 (Previously Presented)

The display system of Claim 17 further characterized in that said display system comprises means for enabling live interaction between a potential purchaser and an offeror for such product or service.

23 (Previously Presented)

The display system of Claim 22 further characterized in that said live interaction is telephonic communication.

24 (Previously Presented)

A display sign for generating a display in the form of successively displayed images at a generally fixed location, said display system comprising:

- a) an electronically operable flat panel display member with wide angle viewing for displaying such successively displayed images which may comprise advertising and other information;
- b) self-contained computer operated processing means associated with said display sign for generating a plurality of individual displays from electronic signals containing information relating to the displays and which signals are delivered from a remote source; and
- c) memory means associated with said display sign forming part of said processing means and storing information delivered from a remote source in digital signal format as digital signals and allowing the digital signals to be reconverted to visible images which are displayed at the display sign, thereby enabling the displays which may comprise advertising and other information to be presented for promotion of products or services on a large screen format, and where a large number of different

displays are storable in said memory means and displayed at time selected periods independently of external electronic signals from a remote source.

25 (Previously Presented)

The display sign of Claim 24 further characterized in that receiving means is provided in association with said display sign for receiving electronic signals transmitted to the display sign from the remote source and which are representative of the plurality of displays at the display sign.

26 (Previously Presented)

The display sign of Claim 24 further characterized in that said display sign is readily transportable and completely self-contained and positionable at a generally fixed location for operation at that fixed location

27 (Previously Presented)

The display sign of Claim 24 further characterized in that said display sign is locatable at a substantial distance from a signal generating means at said remote source which generates signals converted to images which are displayed at the display sign, so that said display sign is operable as a self-contained unit independently of any networking for generation of displays.

28 (Previously Presented)

The display sign of Claim 24 further characterized in that said system comprises means in said display sign for sequencing a plurality of sequential displays which are generated at a remote source and transmitted to said display sign and which are re-generated from the stored electronic signals and displayed at the display sign.

29 (Previously Presented)

The display sign of Claim 24 further characterized in that said system comprises means in the display sign and associated with the processing means for holding a plurality of displays in the form of digital signals for ultimate presentation on said display member and presentation of said displays at any of a plurality of time selected periods.

30 (Previously Presented)

The display sign of Claim 24 further characterized in that said display member comprises a flat panel high resolution plasma operated screen.

31 (Previously Presented)

A method for generating a plurality of individual displays at a remote source and electronically transmitting the displays to a readily transportable display sign located at a substantial distance from the remote source for presentation, said method comprising:

- a) electronically generating a plurality of displays at a display generating source with each in the form of at least one visual image;
  - b) converting the visual images to corresponding electronic signals at the display generating device;
  - c) transmitting the electronic signals to a self-contained computer processing means associated with the display sign;
  - d) storing the electronic signals representative of the images of the displays in the form of digital signals in a memory means associated with said computer processing means and which is also associated with the display sign;
  - e) positioning the display sign at a fixed location for operation at that fixed location for a display of images which may comprise advertising and other information to a group of people simultaneously at a public facility;
- and

f) re-converting the digital signals into corresponding visual images and displaying same on the display sign thereby enabling the advertising and other information to be presented for promotion of products and services on a large screen format.

32 (Previously Presented)

The method for generating the display of Claim 31 further characterized in that said method comprises automatically controlling at the display sign the time of each display and the particular display which is regenerated at the display sign.

33 (Previously Presented)

The method for generating the display of Claim 32 further characterized in that said display sign is operable without need for electronic signal networking, such that the display sign operates as a self-contained and stand alone unit.

34 (Previously Presented)

The method for generating the display of Claim 31 further characterized in that the images are fixed and non-continuous.

35 (Previously Presented)

The method for generating the display of Claim 33 further characterized in that the method comprises sequentially transmitting said plurality of displays from said remote source to said display sign and storing the digital signals representative of those displays at said memory means in said display sign, and providing display generating signals at said processing means for sequentially displaying said individual displays.